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CLAIMS

1. A method for preparing a purple corn color, which comprises the steps of passing a purple corn color
5 extract solution through an adsorption resin, washing the resin with water, and desorbing a purple corn color from the resin using 25 to 45% v/v hydroalcoholic solution as a desorption solution.

2. The method according to claim 1, wherein the
10 purple corn color extract solution is an acid water or an aqueous acid solution containing no more than 20% v/v alcohol.

3. The method according to claim 1, wherein
after washing the resin with water, 1.5 to 2.5 times as
15 much desorption solution as the resin by volume is passed through the resin at a SV (space velocity) of 0.8 to 1.5.

4. The method according to claim 1, wherein the adsorption resin is a cross-linked styrene porous polymer.

5. The method according to claim 1, which
20 comprises as a process for eliminating fumonisins the steps of passing a purple corn color extract solution through an adsorption resin, washing the resin with water, and desorbing a purple corn color from the resin using 25 to 45% v/v hydroalcoholic solution.

25 6. A method for preparing a purple corn color,

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which comprises the step of subjecting an adsorption-treated solution obtained by the method of claim 1 to at least one treatment selected from adsorption treatment, ion exchange treatment, acid treatment, extraction
5 treatment and membrane separation treatment.

7. The method according to claim 6, wherein the membrane separation treatment is carried out after a method of claim 1.

8. The method according to claim 6, wherein the
10 membrane separation treatment is at least one of reverse osmosis membrane treatment or ultrafiltration membrane treatment.

9. The method according to claim 7, wherein the acid treatment is carried out before the membrane
15 separation treatment.

10. The method according to claim 9, wherein the acid treatment is carried out under high-temperature condition.

11. A purple corn color obtained by the method
20 of claim 1, which is characterized in being free of fumonisins.

12. The purple corn color obtained by the method of claim 1, wherein the concentration of the odor components is not higher than 150 ppm when the purple corn
25 color is adjusted to a color value of

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$$E_{1\text{cm}}^{10\%} = 60$$

13. The purple corn color according to claim 12,
wherein the odor component is at least one member selected
from the group consisting of acetic acid, malonic acid
5 diethyl ester, 4-vinyl-2-methoxyphenol and 4-vinylphenol.

14. The purple corn color obtained by the method
of claim 1, wherein the total concentration of acetic acid,
malonic acid diethyl ester, 4-vinyl-2-methoxyphenol and 4-
vinylphenol is not higher than 20 ppm when the purple corn
10 color is adjusted to a color value of

$$E_{1\text{cm}}^{10\%} = 60$$

15. A purple corn color composition comprising a
purple corn color of claims 1.

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